

Lebanon County Builders Association – Best project or idea
Ashley Fickel | afickel@lebcobuilders.com | 717.272.6252

Fall 2018 Membership Drive – Incentives, Contests and After Party

Sample Email sent weekly during 2 month drive period:

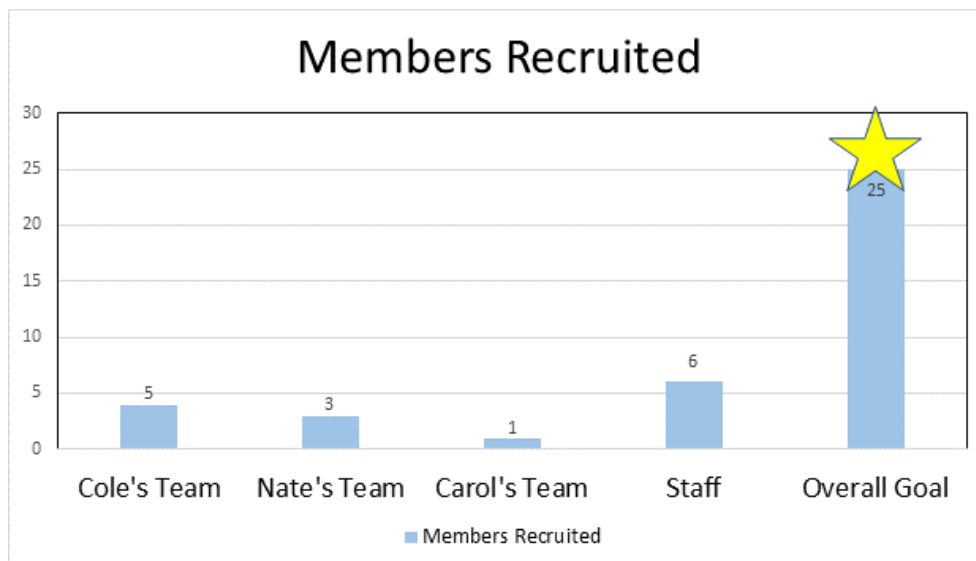
Good Afternoon All –

We are currently **60%** of the way to meeting our goal (by TODAY 11/30/2018).

Don't forget about the minimums – as of right now, there is one team eligible for top team prize!!!! Cole's Team is still in the lead!! Currently – the top 2 recruiters are Cole Brewer and Paul Weidman!!! Are the rest of you gonna let them win?!?!?! Come on all – lets finish the month strong!!

Recruiter Incentives

- For every Builder/Associate member recruit, YOU will receive \$50.
- For every Affiliate member recruit, YOU will receive \$10.
- There will be a Top Team prize which will be every team member receiving the “Date Night Package: Gift Card for 2 to Regal Movies and a restaurant Gift Card.” The team must have a minimum of 4 Builder/Associate member recruits.
- There is 2 Top Recruiter Prizes (donated by Helene of Members 1st): 1st Place will get 2 Box Seat Tickets to Trans-Siberian Orchestra on Sunday, December 16th at 3 pm along with a restaurant Gift Card. 2nd Place will receive 2 Box Seat Tickets to Trans-Siberian Orchestra on Sunday, December 16th at 3 pm.
- Probably the best one – bragging rights and LCBA recognition along with SPIKE credits from NAHB.



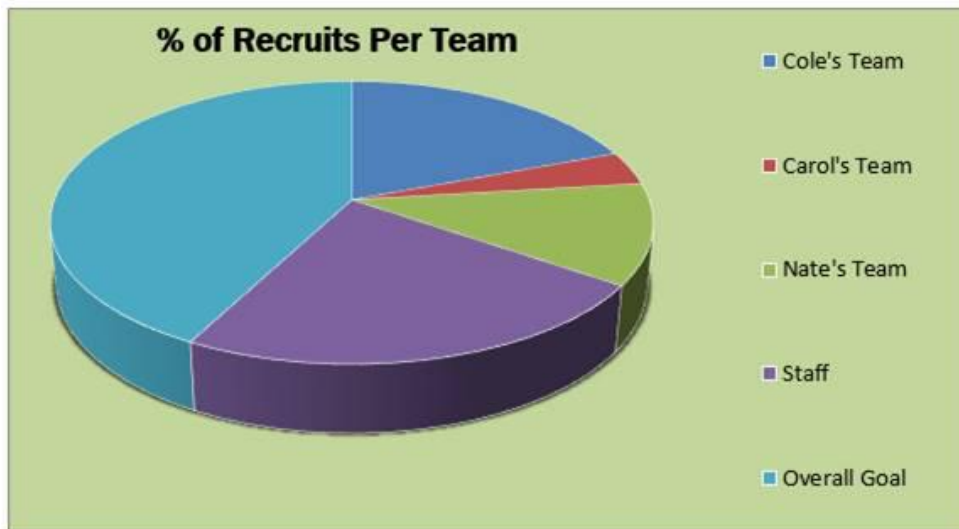
Team	Company Recruited	Individual Recruiter
Cole Brewer's Team Scott Ansel Dale Stump Paul Weidman	Ebersole Atkins & Lundberg Painting MRA Custom Wood Design Cornwall Construction Nelson Martin Painting	Cole Brewer Paul Weidman Cole Brewer Paul Weidman Dale Stump
Nate Wenger's Team Darrell Adams Carrie Boyer Danielle Gundrum Matt Aucker	Tri Valley Contractors Gerhart Painting Allwein's Carpet One	Darrel Adams Nate Wenger Danielle Gundrum
Carol Menges' Team Gina Wessner Gene Kreitzer Jeff Seyfert	Genesis Electric + Lighting	Carol Menges
Staff Team  ***Cannot win any recruiter prizes. Can win bragging rights ***	Clarus Merchant Services First Citizen's Bank Fulton Bank Balsbaugh Insurance American Remodeling Ent. Morgan Run Builders	

Affiliate Members added this week (not included in above totals or in charts)

1. **Helene added 3 for Members 1st Federal Credit Union**
2. **Darrell added 1 for Myers Building Product Specialists**
3. **ISM Construction added 1**
4. **Ephrata National Bank added 1**
5. **Fulton Mortgage Company added 1**

Total of 7 Affiliate members added during the month!

**Note – Staff is not eligible for team rewards and top recruiter prizes, however, National is still recognizing these in the drive.*



Sample Email sent to prospects, with Member Incentives:

New Builder/Associate Member Incentives

- FREE business card sized ad in the 2019 LCBA Membership directory
- \$25 LCBA Bucks (may be spent on admission or sponsorship to any LCBA event/ home show)
- \$100 off of your Lebanon County Home and Garden Show booth space
- \$25 Visa Gift Card
- Invited to Fall Membership Drive After Party on December 6th!

**Must sign up and payment must be received by November 30, 2018 to qualify for rewards. These incentives are for a Builder/Associate Membership only (Affiliates Excluded).*

New Affiliate Member Incentives (employees who would also like to receive the benefits of membership along with correspondence from the LCBA)

- \$5 off Membership
- Free Attendance to 1 LCBA Meeting or Seminar

**Must sign up and payment must be received by November 30, 2018 to qualify for rewards*

I also wanted to give you a current list of member benefits in addition to all of the current offered incentives to join:

- **Advocacy** - Our collective voice is the largest in Lebanon County and through our alliance with PBA, we are the largest voice in the state of Pennsylvania.
- **Making Business Connections & Networking** - LCBA provides countless ways to network and build relationships; If you show up, and get active, you will start making more contacts in this area who know the industry!
- **Education & Training** - Through our many education programs, we'll provide information for you to integrate the latest industry news into your business. If we are not hosting, we can help find a local association hosting educational seminars or conferences. If it is not free, it will be at a severe member discount.
- **Saving You Money** - LCBA, PBA, and NAHB have teamed up with a multitude of companies to offer members significant discounts on the many services that are vital to the daily operations of your business such as home warranty discounts, legal services, credit card processing, travel, rental cars, cell phones, gas, insurance, office supplies, website & marketing materials, and much more! For a full list of member benefits through NAHB, [click here](#).
- **PA One Call** – Free PA One Call Service Yearly! Send in your yearly invoice and we will handle the rest!
- **Recognition & Exposure** - LCBA members can enhance their credibility and visibility by belonging to one of the most respected trade associations in the industry. LCBA offers its members many opportunities throughout the year to promote your business. Whether it's those in those in the building industry or the general public, we are here to promote you. Let us help you maximize your advertising dollars! We offer sponsorships for all of our events. That includes exposure at the event in addition to our website and social media sites. Bottom line - the LCBA is here for **YOU!**
- **Member Discounts at LCBA Home Show** – Member pricing for the home show is \$550 for a 10'x10' booth (\$800 for a 10'x10' non-member booth). I attached the 2019 LCBA Home Show Packet of information for you to review!

- **Public Credibility & Advertisement** – When the local community calls us for a recommendation for a specific job, we only promote LCBA members in good standing! We are 100% behind doing business with a member!

Joining is really simple and takes approx. 5 minutes. You can do it one of two ways! Online is the first option. Simply go to this link and enter your information: <http://www.lebcobuilders.com/#/membership-application>. Or you can fill out the paper application I attached for your review and email it back to me.

If you have any further questions, I would love to chat. Just let me know what works for you! Thank you!